



DAEMEN

COLLEGE

A World of Opportunity

Office of the President

July 20, 2018

Daemen College
Faculty and Staff

Dear Colleagues,

I hope you are enjoying the summer weather and are finding some time to relax with family and friends. I am writing with several updates.

I am delighted to report that after an extensive national search by a committee comprised of Daemen faculty, staff, and students, we have appointed Rachel Leidenfrost to serve as associate vice president of marketing and communications, effective August 13. She will lead Daemen's marketing initiatives, brand strategy, and plan development and implementation, and will also oversee the areas of marketing, communications, and publications. Rachel brings tremendous energy and marketing skills to this role, and we are confident she will be a strong leader in building an integrated marketing and communication program for our college.

Also, I am pleased to announce two important appointments in Enrollment Management. Julie Zulewski will serve as dean of enrollment. She is charged with working with our transfer, graduate and international team to increase enrollment in those areas. Prior to her appointment, Julie served as director of graduate recruitment and corporate engagement at Canisius College.

Austin Brass will serve as Daemen's director of undergraduate admissions. He is charged with working with the admissions team to enhance engagement and increase in-state and out-of-state enrollment. Prior to accepting his role as director of undergraduate admissions, Austin served as associate director of admissions recruitment and strategy at Utica College. He is currently pursuing a doctorate in educational leadership from Appalachian State.

All three of these appointments will help us to produce strategies to increase our enrollment and counter the effects of the Excelsior Program and other challenges to higher education.

Cordially,

Gary A. Olson
President